

Time(PDT)	Username	Update
8/5/2014 9:00	shonali	Hey, all! Who's ready for today's chat?! #measurePR
8/5/2014 9:02	rachaelseda	I am! ;) #measurepr
8/5/2014 9:03	aprilcs	RT @shonali: Today's #WUL: Will Digital Reach fm @cision (#cl) help us #measurePR better? Feat @hksully who's on next week's chat! http://t...
8/5/2014 9:03	sallyfalkow	Morning all #measurepr
8/5/2014 9:03	shonali	Hey all! As you settle in, do introduce yourself, tell us who you are, what you do! #measurePR
8/5/2014 9:04	HeatherSMarsh	@shonali first time participating, but looking forward to it! #measurePR
8/5/2014 9:04	hksully	Hi All! Heidi Sullivan, SVP, Digital Content, Cision & #socialmetrics nerd. :) #measurepr
8/5/2014 9:04	shonali	@hksully Yay! Thanks so much for making the time to do this chat, Heidi! #measurePR
8/5/2014 9:05	SocCommSU	We are @W2OGroup and @SyracuseU's Center for Social Commerce program, focused on preparing students for cutting-edge careers #measurePR
8/5/2014 9:05	ggSolutions123	I'm ready to hear how PR departments & agencies can better measure PR #measurePR https://t.co/Kw1ZKxcZp1
8/5/2014 9:05	sallyfalkow	Author of SMART News (2nd edition now out) and I have a dashboard to monitor, manage and measure PR #measurepr
8/5/2014 9:06	rachaelseda	Hi all! Rachael Seda. PR, social and digital marketing professional & met #measurepr
8/5/2014 9:06	shonali	I'm a #socialPR biz owner in the DC area, measurement geek (hence this chat), dog-mom & shoe lover. Also Elvis. ;) #measurePR
8/5/2014 9:06	JosifMcK	Hi everyone! Joseph McKeating. Founder of Pulsar Strategy and @EditorialIV #measurepr
8/5/2014 9:06	dbvickery	Brian Vickery, VP w/ @ProKarma , huge proponent of social listening and analytics w/products like our @PulseAnalytics #MeasurePR
8/5/2014 9:07	shonali	Just a few things before we get started... #measurePR
8/5/2014 9:07	shonali	#1: Don't forget to use the hashtag else your tweets won't be indexed when we pull a transcript #measurePR
8/5/2014 9:07	shonali	#2: remember to mark your answers "A1" or "re Q1", to help keep the conversation thread straight #measurePR
8/5/2014 9:08	HeatherSMarsh	Hello, Heather Marsh here. Government public affairs officer, social media, editing and grammar nerd. :-) #measurePR
8/5/2014 9:08	GinnyTorok	Hey #measurePR - I'm a digital consultant always interested in measuring ROI & successes esp in #socialmedia. Look forward to hearing more!
8/5/2014 9:09	shonali	#3: Any *new* questions for @hksully, please DM to me to try & keep the convo thread straight :) #measurePR
8/5/2014 9:09	rachaelseda	RT @rachaelseda Hi all! Rachael Seda. PR, social and digital marketing professional who loves to #measurepr ;)
8/5/2014 9:09	shonali	#4: above all, don't forget to relax and have fun! OK, off we go! I'm super-psyched to introduce @hksully as our guest today! #measurePR
8/5/2014 9:10	shonali	.@hksully works for my #client @cision but I'm proud to have called her "friend" long before that :) #measurePR
8/5/2014 9:11	shonali	@HeatherSMarsh Great to see you here! #measurePR
8/5/2014 9:11	shonali	@GinnyTorok Lovely to have you! #measurePR
8/5/2014 9:12	hksully	Thanks, friend! MT @shonali: .@hksully works for my #client @cision but I'm proud to have called her "friend" long before that #measurepr
8/5/2014 9:13	shonali	@dbvickery Yay! You made it! @ProKarma @PulseAnalytics #measurePR
8/5/2014 9:13	shonali	@JosifMcK W00t! @EditorialIV #measurePR
8/5/2014 9:13	shonali	@rachaelseda Yes you are, one of the BEST! #measurePR
8/5/2014 9:14	shonali	@sallyfalkow How cool that you made it, thank you so much! #measurePR
8/5/2014 9:14	shonali	@ggSolutions123 Great to see you! #measurePR
8/5/2014 9:14	shonali	OK! Q1 coming up... #measurePR
8/5/2014 9:14	ZenYinger	RT @sallyfalkow: Author of SMART News (2nd edition now out) and I have a dashboard to monitor, manage and measure PR #measurepr
8/5/2014 9:15	dbvickery	Always appreciate a good #MeasurePR discussion - and ANY discussion around analytics/metrics @shonali @ProKarma @PulseAnalytics
8/5/2014 9:15	shonali	Q1: @hksully, how did you become a "metrics nerd"? I suspect there is a story there! ;) #measurePR
8/5/2014 9:15	sallyfalkow	@ZenYinger Lovely to see you here, how you are doing? #measurepr
8/5/2014 9:15	hksully	A1: When I started in PR, I measured hits w/ a ruler & ad rate. Social data gives us many more insights & ROI. I became obsessed. #measurepr
8/5/2014 9:16	GautamGhosh	Hey Indian PR folks, do participate in the #measurePR tweetchat. You also can build up cool connections with PR folks in the US :)
8/5/2014 9:16	sallyfalkow	@hksully Ah the notorious AVE #measurepr
8/5/2014 9:16	hksully	A1: Big, unstructured data is unwieldy, but when we harness its power, we get more insights than ever. #measurepr
8/5/2014 9:16	hksully	A1: I love puzzles & social metrics feed into that slightly OCD side of me. :) #measurepr

8/5/2014 9:16 ZenYinger Sorry, I'm late :) @shonali but very happy to be here and listen to the wisdom shared by our #measurePR community! :)

8/5/2014 9:17 hksully I guess I'm aging myself a little. :) RT @sallyfalkow: @hksully Ah the notorious AVE #measurepr

8/5/2014 9:17 shonali @ZenYinger Great to see you! #measurePR

8/5/2014 9:17 sallyfalkow #PR folk join me @shonali and @hksully on the #measurepr chat right now

8/5/2014 9:17 dbvickery A1: I could see where the easy availability of social data could make someone obsess w/setting the ruler down ;) #MeasurePR

8/5/2014 9:17 shonali @GautamGhosh Thanks for the shoutout GG! #measurePR

8/5/2014 9:17 Tinu RT @sallyfalkow: #PR folk join me @shonali and @hksully on the #measurepr chat right now

8/5/2014 9:17 shonali HA! MT @hksully A1: When I started in PR, I measured hits w/ a ruler & ad rate. Social data gives us many more insights & ROI. #measurePR

8/5/2014 9:17 dbvickery Well said RT @hksully: A1: Big, unstructured data is unwieldy, but when we harness its power, we get more insights than ever. #measurepr

8/5/2014 9:18 sallyfalkow RT @hksully: A1: Big, unstructured data is unwieldy, but when we harness its power, we get more insights than ever. #measurepr

8/5/2014 9:18 GautamGhosh @Bhawna_Sharma my pleasure :) Meet the moderator of #MeasurePR @shonali :)

8/5/2014 9:19 shonali Love it. RT @hksully A1: Big, unstructured data is unwieldy, but when we harness its power, we get more insights than ever. #measurePR

8/5/2014 9:19 b50 RT @GautamGhosh: Hey Indian PR folks, do participate in the #measurePR tweetchat. You also can build up cool connections with PR folks in t...

8/5/2014 9:19 jentrification RT @hksully: A1: When I started in PR, I measured hits w/ a ruler & ad rate. Social data gives us many more insights & ROI. I became obsess...

8/5/2014 9:19 shonali @GautamGhosh Thanks so much, @Bhawna_Sharma great to meet you! #measurePR

8/5/2014 9:19 ZenYinger True! &&&When I started in #PR, I measured hits w/ a ruler & ad rate. Social data gives us many & insights & ROI. RT @hksully #measurePR

8/5/2014 9:20 HeatherSMarsh RE A1: @hksully I can't wait to hear how we can harness this power! #measurePR

8/5/2014 9:20 ggSolutions123 TY. I'm a journalist You can find me in the CisionPoint database. Watcher of how PR measurement evolves <https://t.co/PFPRxttyzk> #measurePR

8/5/2014 9:20 shonali Q2: @hksully What are the 3 biggest changes you've seen in #pr in your career thus far? #measurePR

8/5/2014 9:20 ZenYinger RT @sallyfalkow @hksully A1: Big, unstructured data is unwieldy, but when we harness its power, we get more insights than ever. #measurepr

8/5/2014 9:20 ggSolutions123 RT @sallyfalkow: #PR folk join me @shonali and @hksully on the #measurepr chat right now

8/5/2014 9:20 ggSolutions123 RT @dbvickery: Always appreciate a good #MeasurePR discussion - and ANY discussion around analytics/metrics | @shonali @ProKarma @PulseAnal...

8/5/2014 9:21 shonali Hey @cision, a plug for you! ;) MT @ggSolutions123 TY. I'm a journalist You can find me in the CisionPoint database. #measurePR

8/5/2014 9:21 ggSolutions123 RT @hksully: A1: When I started in PR, I measured hits w/ a ruler & ad rate. Social data gives us many more insights & ROI. I became obsess...

8/5/2014 9:21 sallyfalkow RT @ggSolutions123: Who "else" can brands turn to besides #PR? <https://t.co/PyAjVakqks> #measurePR

8/5/2014 9:21 jentrification RT @shonali: Hey, #measurePR gang, don't forget the chat is back Tues, Aug. 5, 12-1 pm ET with special guest @hksully! Hope to see you ther...

8/5/2014 9:22 Kachchikali RT @GautamGhosh: Hey Indian PR folks, do participate in the #measurePR tweetchat. You also can build up cool connections with PR folks in t...

8/5/2014 9:23 JosifMcK @shonali @cision @ggSolutions123 most big firms still haven't moved beyond AVE or other archaic means of measuring results #measurePR

8/5/2014 9:23 ZenYinger Tks, @shonali Glad I caught your #measurePR RT this morning! Wish it was easier to make it to midday chats - I love ones like yours!

8/5/2014 9:23 sallyfalkow South African #PR folk - join us on #measurepr

8/5/2014 9:23 shonali @JosifMcK I know, which is unfortunate @cision @ggSolutions123 #measurePR

8/5/2014 9:23 shonali #GoSally! RT @sallyfalkow South African #PR folk - join us on #measurepr

8/5/2014 9:23 shonali @ZenYinger Why, thank you! #measurePR

8/5/2014 9:24 JosifMcK RT @shonali: @JosifMcK I know, which is unfortunate @cision @ggSolutions123 #measurePR

8/5/2014 9:24 hksully True, so we have to keep building tools to help! MT @JosifMcK: most firms haven't moved beyond AVE or other means of measuring #measurepr

8/5/2014 9:25 shonali Q2: @hksully What are the 3 biggest changes you've seen in #pr in your career thus far? (all, chime in too!) #measurePR

8/5/2014 9:26 hksully A2: #1: End of news as an event: News is now real-time, customized to us. How do PR people get their content out? (hint: social) #measurepr

8/5/2014 9:26 shonali MT @hksully A2: #1: End of news as an event: News is now real-time. How do PR people get their content out? (hint: social) #measurePR

8/5/2014 9:26 ZenYinger A2: There's no such thing as traditional PR left! We all are now #RenaissancePRFolks in this digital age. I like the changes! :) #MeasurePR

8/5/2014 9:26 Athenderson RT @hksully: A1: I love puzzles & social metrics feed into that slightly OCD side of me. :) #measurepr

8/5/2014 9:27 sallyfalkow The shifts in media consumption and the way it has affected the practice of #PR #measurepr

8/5/2014 9:27 hksully A2: #2: PR measurement moving to truly measuring actionable results: We've seen this in #AdTech revolution-PR is next! #prtech #measurepr

8/5/2014 9:27 hksully Amen sister! MT @sallyfalkow: The shifts in media consumption and the way it has affected the practice of #PR #measurepr

8/5/2014 9:27 ZenYinger A2: The shifts in media consumption and the way it has affected the practice of #PR RT @sallyfalkow #measurepr

8/5/2014 9:27 SocCommSU A2: As students, we've seen a definite shift from press releases & media alerts to digital content and SM management #measurePR

8/5/2014 9:27 aprilcs RT @ZenYinger: A2: There's no such thing as traditional PR left! We all are now #RenaissancePRFolks in this digital age. I like the change...

8/5/2014 9:27 ggSolutions123 @JosifMcK @shonali @cision And craycray practices e.g. using interns to do things before proper training IN those things #measurePR

8/5/2014 9:28 shonali YES! RT @sallyfalkow The shifts in media consumption and the way it has affected the practice of #PR #measurePR

8/5/2014 9:28 sallyfalkow There have been more changes in #PR in the last five years than the previous 50 #measurepr

8/5/2014 9:28 shonali RT @sallyfalkow There have been more changes in #PR in the last five years than the previous 50 #measurePR

8/5/2014 9:28 Tinu RT @sallyfalkow: There have been more changes in #PR in the last five years than the previous 50 #measurepr

8/5/2014 9:28 hksully A2: #3: Owned & shared media: When I started in PR, it was all earned. Our jobs & skillz have changed w/ blogging & engaging. #measurepr

8/5/2014 9:28 shonali RT @SocCommSU A2: As students, we've seen a definite shift fm press releases & media alerts to digital content and SM management #measurePR

8/5/2014 9:28 dbvickery MT @hksully: A2: #1: End of news as event: News is now real-time and customized. How do PR people get content out? (hint: social) #measurepr

8/5/2014 9:28 vedo Agreed! RT @sallyfalkow There have been more changes in #PR in the last five years than the previous 50 #measurepr

8/5/2014 9:28 sallyfalkow @Tinu Yo girl! #measurepr

8/5/2014 9:28 LivingUnited News is now real-time, customized to us. How do PR people get their content out? (hint: #socialmedia) #measurepr by @hksully

8/5/2014 9:28 rachaelseda MT @hksully A2: #1: End of news as an event: News is now real-time & customized. How do PR ppl get content out? (hint: social) #measurepr

8/5/2014 9:28 shonali @Tinu HI TEENZ!!! @sallyfalkow #measurePR

8/5/2014 9:29 shonali Q3: @hksully, you often talk about the need for #pr to stop being a cost center: <http://t.co/30HbjaRtEF> Elaborate, please? #measurePR

8/5/2014 9:29 hksully .@ZenYinger: A2: Can we start a band called #RenaissancePRFolks? :) #MeasurePR

8/5/2014 9:29 dbvickery MT @hksully: A2: #2: PR measurement moving to truly measuring actionable results: Seen in #AdTech revolution-PR is next! #prtech #measurepr

8/5/2014 9:29 shonali @hksully @ZenYinger Oh yes please! Can I join? #measurePR

8/5/2014 9:29 vedo @SocCommSU it's great that students recognize this shift. #measurepr

8/5/2014 9:29 KristK RT @sallyfalkow: There have been more changes in #PR in the last five years than the previous 50 #measurepr

8/5/2014 9:29 sallyfalkow A2: #PR now has to embrace paid media along with owned and earned. #measurepr

8/5/2014 9:30 ZenYinger Absolutely! I'm already playing the drums! lol RT @hksully @ZenYinger: A2: Can we start a band called #RenaissancePRFolks? :) #MeasurePR

8/5/2014 9:30 shonali We were just on a call w @jfouts @ this! RT @sallyfalkow A2: #PR now has to embrace paid media along with owned and earned. #measurePR

8/5/2014 9:30 Tinu @sallyfalkow Howdy! #measurePR

8/5/2014 9:30 hksully A3: Marketing gets a bigger budget than #pr – why? The Bottom Line. If PR shows we are moving the needle, we won't be 2nd fiddle. #measurepr

8/5/2014 9:30 Tinu @shonali Hiya!! #measurePR

8/5/2014 9:31 sallyfalkow @ZenYinger @hksully I want to write the lyrics! #measurepr

8/5/2014 9:31 HeatherSMarsh RE A2: you can't ignore crowdsourced news/opinions #measurePR

8/5/2014 9:31 Tinu RT @shonali: We were just on a call w @jfouts @ this! RT @sallyfalkow A2: #PR now has to embrace paid media along with owned and earned. #...

8/5/2014 9:31 hksully A3: Objective setting is key: what will you measure? Leads? Traffic? Change in reputation? Know beforehand & avoid vanity metrics #measurepr

8/5/2014 9:31 SocCommSU RT @sallyfalkow: A2: #PR now has to embrace paid media along with owned and earned. #measurepr

8/5/2014 9:31 aprilcs @shonali Digital = accuracy in reporting. And we are close to our audiences now, they're not cold, distant "target demographics" #measurePR

8/5/2014 9:31 LivingUnited @ZenYinger so true - #PR is blurring lines with paid & social media. It's abt getting story out there. #measurePR @shonali

8/5/2014 9:31 jgombita Hey @vedo maybe if you define "PR" by what you (as a practitioner) "DO" all day it has; essentials of PR have not changed 1/2 #measurePR

8/5/2014 9:31 shonali MT @hksully A3: Marketing gets a bigger budget than #pr – why? Bottom Line. If PR shows w'r moving needle, won't be 2nd fiddle. #measurePR

8/5/2014 9:31 ggSolutions123 RT @shonali: We were just on a call w @jfouts @ this! RT @sallyfalkow A2: #PR now has to embrace paid media along with owned and earned. #...

8/5/2014 9:32 ZenYinger You got it, sis! Who all are in to rock #RenaissancePRFolks ! :) @sallyfalkow @hksully #MeasurePR

8/5/2014 9:32 sallyfalkow Indeed! MT @hksully A3: Mktg gets more budget than #pr. When PR shows we move the needle, we won't be 2nd fiddle. #measurepr

8/5/2014 9:32 jgombita 2/2 @vedo public relations is about REPUTATION, VALUE and RELATIONSHIP BUILDING. How has that changed? #measurePR

8/5/2014 9:33 HeatherSMarsh RT @hksully: A3: Objective setting is key: what will you measure? Leads? Traffic? Change in reputation? Know beforehand & avoid vanity metr...

8/5/2014 9:33 hksully PR has always been storytelling, just new ways to get it out! @LivingUnited @ZenYinger #PR is blurring lines w/ paid & social. #measurepr

8/5/2014 9:33 ggSolutions123 @shonali @jfouts @sallyfalkow Completely agree. I drafted something controversial about that. Contains some "not so nice" language #measurePR

8/5/2014 9:33 sallyfalkow @jgombita @vedo the basics have not changed - but there have been vast changes in how it is done. #measurepr

8/5/2014 9:33 shonali RT @hksully PR has always been storytelling, just new ways to get it out! #measurePR

8/5/2014 9:33 ZenYinger Dis you catch the @LastWeekTonight segment on #paid v/s #earned media & how @Time news is getting diluted @LivingUnited @shonali #MeasurePR

8/5/2014 9:34 ZenYinger Did you catch the @LastWeekTonight segment on #paid v/s #earned media & how @Time news is getting diluted @LivingUnited @shonali #MeasurePR

8/5/2014 9:34 rachaelseda Agreed! MT @hksully PR has always been storytelling, just new ways to get it out! #PR is blurring lines w/ paid & social. #measurepr

8/5/2014 9:34 sallyfalkow @ggSolutions123 @shonali Please send me the link #measurepr

8/5/2014 9:34 GinnyTorok RT @sallyfalkow: A2: #PR now has to embrace paid media along with owned and earned. #measurepr

8/5/2014 9:34 shonali @sallyfalkow @ggSolutions123 Me too, please! #measurePR

8/5/2014 9:34 KathyCBowers RT @sallyfalkow: There have been more changes in #PR in the last five years than the previous 50 #measurepr

8/5/2014 9:35 sallyfalkow MT @ZenYinger The @LastWeekTonight segment on #paid v/s #earned media & how @Time news is getting diluted #MeasurePR

8/5/2014 9:35 ZenYinger RT @hksully: PR has always been storytelling, just new ways to get it out! @LivingUnited @ZenYinger #PR is blurring lines w/ paid & social...

8/5/2014 9:35 shonali Q4: @hksully, as a metrics nerd, what do you think of AVE, which still seems to be around? (All, what about you?) #measurePR

8/5/2014 9:35 jgombita I don't think @sallyfalkow REPUTATION or VALUE has changed a bit. Digital allows more channels to "build" relationships. Period. #measurePR

8/5/2014 9:35 rachaelseda MT @aprilcs @shonali Digital = accuracy in reporting. We're close to our audiences now, they're not cold, distant "target demos" #measurepr

8/5/2014 9:35 JosifMcK @shonali @sallyfalkow @ggSolutions123 me as well #measurePR

8/5/2014 9:35 dbvickery MT @hksully: A3: Set Objective: what to measure? Leads? Traffic? Change in reputation? Know beforehand & avoid vanity metrics #measurepr

8/5/2014 9:36 rachaelseda MT @hksully A3: Obj. setting is key: what will u measure? Leads? Traffic? Change in rep? Know beforehand & avoid vanity metrics #measurepr

8/5/2014 9:36 ZenYinger A3: Set Objective: what to measure? Leads? Traffic? Change in reputation? Know beforehand & avoid vanity metrics RT @hksully: #measurepr

8/5/2014 9:36 hksully A4: I confess, AVE was my bread n butter when I 1st started in PR and heck, it did the job back then. Eek, times have changed. #measurepr

8/5/2014 9:36 sallyfalkow @jgombita So you don't think there are any new #PR skills to be learned? #measurepr

8/5/2014 9:37 hksully A4: Now, AVE is a vanity metric: inflated \$s that don't actually "measure" anything. #measurepr

8/5/2014 9:37 aprilcs @hksully I hope PR runs w native ads. A great step fwd in leading storytelling, regardless of whether it's earned, owned or paid #measurePR

8/5/2014 9:37 ZenYinger You are the leader ! Didn't you know? ;-) @shonali @hksully #measurePR

8/5/2014 9:37 hksully A4: PR people CAN measure actions beyond AVE – understanding qualified eyeballs and the actions stories inspire. #measurepr

8/5/2014 9:38 vedo @sallyfalkow funny you mentioned PR embracing 'paid media' right before this chat I was actually working on an ad design :) #measurepr

8/5/2014 9:38 ZenYinger RT @hksully A4: PR people CAN measure actions beyond AVE – understanding qualified eyeballs and the actions stories inspire. #measurepr

8/5/2014 9:38 JosifMcK RT @hksully: A4: PR people CAN measure actions beyond AVE – understanding qualified eyeballs and the actions stories inspire. #measurepr

8/5/2014 9:38 sallyfalkow Exactly MT @hksully A4: PR people CAN measure actions beyond AVE – qualified eyeballs, outcomes stories inspire. #measurepr

8/5/2014 9:38 hksully U&me both! MT @aprilcs: @hksully I hope PR runs w native ads. Leading storytelling, regardless of whether earned, owned or paid #measurepr

8/5/2014 9:39 shonali RT @hksully A4: PR people CAN measure actions beyond AVE – understanding qualified eyeballs and the actions stories inspire. #measurePR

8/5/2014 9:39 aprilcs RT @LivingUnited: News is now real-time, customized to us. How do PR people get their content out? (hint: #socialmedia) #measurepr by @hksu...

8/5/2014 9:39 sallyfalkow A4: I never liked AVE. Now we can measure outcomes based on business goals. #measurepr

8/5/2014 9:39 shonali Me neither. RT @sallyfalkow A4: I never liked AVE. Now we can measure outcomes based on business goals. #measurePR

8/5/2014 9:40 shonali @ZenYinger @hksully Suh-weet! #measurePR

8/5/2014 9:40 CarriBugbee @vedo @sallyfalkow I've been saying since advent of #socialmedia that marketers need to rethink silos. PR ppl SHOULD buy ads now #measurePR

8/5/2014 9:40 ZenYinger RT @shonali Me neither. RT @sallyfalkow A4: I never liked AVE. Now we can measure outcomes based on business goals. #measurePR

8/5/2014 9:40 JosifMcK A4: (1/2) @hksully to me, AVE is and always has been apples and oranges. Media coverage ≠ ads, ads ≠ media coverage #measurePR

8/5/2014 9:40 SocCommsU .re Q4: How do you measure 'intangible' aspects like reputation? #measurePR

8/5/2014 9:40 rachaelseda Exactly! RT @sallyfalkow A4: I never liked AVE. Now we can measure outcomes based on business goals. #measurepr

8/5/2014 9:40 ggSolutions123 RT @aprilcs: @hksully I hope PR runs w native ads. A great step fwd in leading storytelling, regardless of whether it's earned, owned or pa...

8/5/2014 9:40 vedo RT @hksully A4: PR people CAN measure actions beyond AVE – understanding qualified eyeballs and the actions stories inspire. #measurepr

8/5/2014 9:41 hksully Exactly! Ask "What are we trying to achieve?" MT @sallyfalkow: A4: I never liked AVE. We can measure outcomes based on biz goals #measurepr

8/5/2014 9:41 akasanfran RT @JosifMcK: A4: (1/2) @hksully to me, AVE is and always has been apples and oranges. Media coverage ≠ ads, ads ≠ media coverage #measurePR

8/5/2014 9:41 JosifMcK A4: (2/2) @hksully and, unfortunately, it's still common practice used at many big agencies #measurePR

8/5/2014 9:41 aprilcs RT @sallyfalkow: A4: I never liked AVE. Now we can measure outcomes based on business goals. #measurepr

8/5/2014 9:42 sallyfalkow @JosifMcK @hksully That's sad. Shows the industry is still slow to the digital party #measurepr

8/5/2014 9:42 hksully Sentiment over time, benchmarking against competitors. MT @SocCommSU: Q4: How do you measure intangible aspects like reputation? #measurepr

8/5/2014 9:42 dbvickery I think rethinking silos starts at C-Suite - to not allow marketing to get/choose to be silo'd | @CarriBugbee @vedo @sallyfalkow #MeasurePR

8/5/2014 9:42 JosifMcK RT @sallyfalkow: @JosifMcK @hksully That's sad. Shows the industry is still slow to the digital party #measurepr

8/5/2014 9:43 shonali Q5: @hksully, @cision introduced "digital reach": a *better* way to measure the value of a story. <http://t.co/TYeASyV0Vh> Explain? #measurePR

8/5/2014 9:43 ggSolutions123 @jgombita But digital also helps us analyze those rel'ships & gain surprising new insights = evolution #measurePR @sallyfalkow

8/5/2014 9:43 ZenYinger If u have estb. TRUST- your content can be earned/paid as long as u profile it as such truthfully & provide relevance & value. #MeasurePR

8/5/2014 9:44 hksully Agreed! & @rebeccalieb's #convergedmediaimperitive MT @dbvickery: Rethinking silos starts at C-Suite #measurepr

8/5/2014 9:44 hksully A5: Digital Reach is a new way to measure UVPM through social shares. More here: <http://t.co/j7OD2P8eZs> #measurepr

8/5/2014 9:44 ZenYinger Q5: @hksully, @cision introduced "digital reach": a *better* way to measure the value of a story. <http://t.co/JjWHUFYn2F> Explain? #measurePR

8/5/2014 9:44 hksully A5: We came up w/ Digital Reach b/c it's how users experience the web (through social) & how it correlates to news consumption. #measurepr

8/5/2014 9:44 caitlyncamacho RT @hksully: Sentiment over time, benchmarking against competitors. MT @SocCommSU: Q4: How do you measure intangible aspects like reputatio...

8/5/2014 9:44 jgombita Pointer @JosifMcK: Dictionary of #PR Measurement & Research, by @i4pr Measurement Commission for @AmecOrg <http://t.co/CPfreG1NN2> #measurePR

8/5/2014 9:45 aprilcs RT @hksully: A5: Digital Reach is a new way to measure UVPM through social shares. More here: <http://t.co/j7OD2P8eZs> #measurepr

8/5/2014 9:45 CarriBugbee Wasn't it always? MT @BeGoodandSmart Twitter replacing Facebook as most frequent medium for PR activities <http://t.co/i6K9D87nF4> #measurePR

8/5/2014 9:45 sallyfalkow RT @aprilcs RT @hksully: A5: Digital Reach is a new way to measure UVPM through social shares. More here: <http://t.co/xlEWZf9vh> #measurepr

8/5/2014 9:45 dbvickery A4: And now have great tools for measuring sentiment over time and benchmarking against the competitors @hksully @SocCommSU #MeasurePR

8/5/2014 9:45 sallyfalkow UVPM = unique visitors per month #measurepr

8/5/2014 9:45 ZenYinger We came up w/ Digital Reach b/c it's how users exp. the web (through social) & how it correlates to news consumption @hksully #measurepr

8/5/2014 9:46 shonali RT @sallyfalkow UVPM = unique visitors per month #measurePR

8/5/2014 9:46 vedo @CarriBugbee @sallyfalkow working in education w/ limited resources, #schoolPR pros tend to wear multiple strategic comms hats. #measurePR

8/5/2014 9:46 ggSolutions123 #CisionDigitalReach sounds cool and timely/necessary @hksully. Mentioned! <http://t.co/JuVttsRjX> bullet#7 #measurePR Hope that hashtag is ok

8/5/2014 9:46 ggSolutions123 RT @hksully: A5: Digital Reach is a new way to measure UVPM through social shares. More here: <http://t.co/j7OD2P8eZs> #measurepr

8/5/2014 9:46 hksully .@zenyinger Digital Reach isn't the whole measurement story, but to identifies UVPM for smaller sites, global sites, subsites #measurepr

8/5/2014 9:46 JosifMcK re Q5: @shonali @hksully main differentiator b/t Digital Reach and a tool like @bufferapp for measuring that sort of thing? #measurePR

8/5/2014 9:47 shonali @ggSolutions123 Suh-weet! @hksully #measurePR

8/5/2014 9:47 hksully See? I am a nerd with my jargon. Thanks ladies! :) MT @shonali: RT @sallyfalkow UVPM = unique visitors per month #measurepr

8/5/2014 9:47 shonali RT @JosifMcK re Q5: @hksully main differentiator b/t Digital Reach and a tool like @bufferapp for measuring that sort of thing? #measurePR

8/5/2014 9:47 sallyfalkow Circulation figures used to take into account the fact that others besides the main subscriber read the paper or mag #measurepr

8/5/2014 9:48 ggSolutions123 RT @hksully: .@zenyinger Digital Reach isn't the whole measurement story, but to identifies UVPM for smaller sites, global sites, subsites ...

8/5/2014 9:48 jgombita Sure @ggSolutions123. Do you know (@global_alliance) Melbroune Mandate's Professional Development Wheel? <http://t.co/irNsHblBqq> #measurePR

8/5/2014 9:48 hksully .@JosifMcK Q5: Digital Reach doesn't just measure sharing, but looks at the correlation to how many visits that =s. #measurepr

8/5/2014 9:48 jgombita Sure @ggSolutions123. Do you know (@global_alliance) Melbourne Mandate's Professional Development Wheel? <http://t.co/irNsHblBqq> #measurePR

8/5/2014 9:48 sallyfalkow @hksully Is Digital Reach sort of like that - a way to see how much the story spread in social ? #measurepr

8/5/2014 9:48 shonali @ggSolutions123 Maybe some day you'll add @hksully @sallyfalkow & me to the list :) #measurePR

8/5/2014 9:49 vedo @dbvickery Agree re: rethinking silos & Sr leadership. PR must be able to tie into business objectives @CarriBugbee @sallyfalkow #measurepr

8/5/2014 9:49 OhhSocialMedia RT @sallyfalkow: Circulation figures used to take into account the fact that others besides the main subscriber read the paper or mag #meas...

8/5/2014 9:49 dbvickery If want to get metric-nerdy, then have dashboard to show things like UVPM, social mention volume, sentiment, marketing spend #MeasurePR

8/5/2014 9:49 hksully Similar but gets to visits as well MT @sallyfalkow: Is Digital Reach like that-a way to see how much the story spread in social? #measurepr

8/5/2014 9:49 JosifMcK .@hksully so it's like @bufferapp + GA in one? Will have to check it out #measurePR

8/5/2014 9:49 ZenYinger RT @ggSolutions123: Who "else" can brands turn to besides #PR? <https://t.co/PyAjVakqks> #measurePR

8/5/2014 9:50 shonali Q6: @hksully (and all) any predictions for the next big trend in #measurePR?

8/5/2014 9:50 hksully If they had a baby, it would be Digital Reach. :) M @JosifMcK: .so it's like @bufferapp + GA in one? Will have to check it out #measurepr

8/5/2014 9:51 ggSolutions123 RT @hksully: .@JosifMcK Q5: Digital Reach doesn't just measure sharing, but looks at the correlation to how many visits that =s. #measurepr

8/5/2014 9:51 shonali LOL! RT @hksully If they had a baby, it would be Digital Reach. :) MT @JosifMcK: .so it's like @bufferapp + GA in one? #measurePR

8/5/2014 9:51 CarriBugbee @dbvickery @vedo @sallyfalkow C-suite doesn't control agencies. I think PR pros consider media buying as sullyng the profession. #measurePR

8/5/2014 9:51 JosifMcK RT @shonali: LOL! RT @hksully If they had a baby, it would be Digital Reach. :) MT @JosifMcK: .so it's like @bufferapp + GA in one? #measur...

8/5/2014 9:52 sallyfalkow MT @hksully If Buffer app and GA had a baby, it would be Digital Reach. :) #measurepr

8/5/2014 9:52 hksully A6: Taking a lesson from mktg, pr can tie back to leads & lead scoring. PR has a long tail on stories that mktg can never have. #measurepr

8/5/2014 9:52 ggSolutions123 #measurePR LOL @JosifMcK Your curiosity is even greater than mine! <https://t.co/rzS6TDyAwP>

8/5/2014 9:53 sallyfalkow @CarriBugbee If the #PR folk watch how journalists use digital it might change their perceptions #measurepr

8/5/2014 9:53 hksully A6: I'd <3 to find the holy grail of actually knowing visits to a particular earned media story. Any metrics geniuses out there? #measurepr

8/5/2014 9:53 shonali MT @hksully: A6: pr can tie back to leads & lead scoring. PR has a long tail on stories that mktg can never have. #measurepr

8/5/2014 9:54 JosifMcK .@ggSolutions123 you read this post, you know how fed up I am with it ha really liked yours btw #measurePR <http://t.co/AHvU8Cf9qY>

8/5/2014 9:54 Trace_Cohen A6: You will soon be able to attribute your PR efforts to an increase in sales through new tools/tracking you can use #measurepr

8/5/2014 9:54 JosifMcK RT @ggSolutions123: #measurePR LOL @JosifMcK Your curiosity is even greater than mine! <https://t.co/rzS6TDyAwP>

8/5/2014 9:55 ZenYinger Great to connect with you, Alex. @ggSolutions123 Loved your pinned tweet.:) TY for connecting us #measurePR :)

8/5/2014 9:55 shonali Time flies! Last question coming up fro @JosifMcK #measurePR

8/5/2014 9:55 sallyfalkow @hksully Talk to @danachinn at USC Annenberg She does this kind of work #measurepr

8/5/2014 9:55 hksully A6: Virality like @trendspottr & others do will be key - knowing what story will "pop" just before it does. #predictiveanalytics #measurepr

8/5/2014 9:55 ggSolutions123 A6 GREAT q @shonali Analysis, then "analysis of the analysis". that's what I see. I know, sounds crazy #measurePR <https://t.co/ozuZ6ozAll>

8/5/2014 9:55 Trace_Cohen @hksully hah that can be good/bad right? I would be happy with just a link to my clients site or where you can buy their product #measurepr

8/5/2014 9:55 CarriBugbee @sallyfalkow It seems like majority of journalists are way behind the digital curve. What should PR folks learn from them? #measurePR

8/5/2014 9:55 vedo @CarriBugbee @dbvickery Indeed. It's interesting when PR pros discuss topics b/c we come from diff roles; agency, in-house, etc. #measurepr

8/5/2014 9:55 dbvickery True, but C-suite hires/fires/measures performance of agencies and how they align w/their goals @CarriBugbee @vedo @sallyfalkow #MeasurePR

8/5/2014 9:55 hksully Yes! MT @Trace_Cohen: A6: You will soon be able to attribute your PR efforts to an increase in sales through new tools/tracking #measurepr

8/5/2014 9:56 shonali Q7 (fm @JosifMcK): Ability to compile 100s of reporters into lists then email blast is a leading cause of PR's bad rep. Thoughts? #measurePR

8/5/2014 9:56 ZenYinger MT @shonali Q7: Ability to compile 100s of reporters into lists then email blast is a leading cause of PR's bad rep. Thoughts? #measurePR

8/5/2014 9:57 sallyfalkow A7: Yes that is so. I am astounded that the media has the same peeves about PR that I taught students 20 years ago. #measurepr

8/5/2014 9:57 dbvickery So perhaps agencies illustrate how they take non-silo'd approach to best represent clients' goals @CarriBugbee @vedo @sallyfalkow #MeasurePR

8/5/2014 9:57 trendspottr RT @hksully: A6: Virality like @trendspottr & others do will be key - knowing what story will "pop" just before it does. #predictiveanalyti...

8/5/2014 9:57 sallyfalkow A7: On the PRSALA hangout with LA Biz Journal reporters last week that was one of the issues they raised. #measurepr

8/5/2014 9:57 shonali For me Q7 isn't really just about bad #PR pros, it's about laziness. Lots of #smallbiz (and big!) do this as well. #measurePR

8/5/2014 9:57 ZenYinger RT @ggSolutions123 @shonali Analysis, then "analysis of the analysis". that's what I see...sounds crazy #measurePR <https://t.co/x5TJ8sZnJs>

8/5/2014 9:58 hksully Q7 (@JosifMcK) A few bad apples give PR a bad name through #sprayandpray. Hyper-targeting is key as well as education. #measurepr

8/5/2014 9:58 CarriBugbee @dbvickery @vedo @sallyfalkow Agreed on that + clients likely reluctant to give media spend to PR when it's been job of ad ppl #measurepr

8/5/2014 9:58 sallyfalkow It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 9:58 vedo Heh, this. RT @sallyfalkow It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 9:58 shonali Amen. RT @sallyfalkow It's called Media Relations, not media mass blasting. #measurePR

8/5/2014 9:58 Trace_Cohen A7 Yes and no - I've blasted and wrote personal and unless you really know/worked with them before, it's slightly better #measurepr

8/5/2014 9:58 ZenYinger Bazinga! Love it! RT @sallyfalkow It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 9:59 JulieBonjour RT @sallyfalkow: It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 9:59 hksully We need to continue providing education! MT @sallyfalkow: A7: The media has the same peeves that I taught students 20 years ago #measurepr

8/5/2014 9:59 ggSolutions123 @shonali @JosifMcK That. And this ☞ PR agencies: Don't Commit These Atrocities (Real Life Horror Stories) #measurePR <http://t.co/8YUUpSavOK>

8/5/2014 9:59 hksully RT @sallyfalkow: It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 9:59 Trace_Cohen A7 The big problem with our PR rep is we can't brag/show what our efforts do. Media coverage is great but did it do anything? #measurepr

8/5/2014 9:59 sallyfalkow Very targeted, individual relationships always pays off. yes it's more work but it gets results. #measurepr

8/5/2014 10:00 shonali @ggSolutions123 @JosifMcK Oh boy, I have SOOO many of those... #measurePR

8/5/2014 10:00 JosifMcK RT @ggSolutions123: @shonali @JosifMcK That. And this ☞ PR agencies: Don't Commit These Atrocities (Real Life Horror Stories) #measurePR ht...

8/5/2014 10:00 Trace_Cohen A7 Now that the expectations of PR are to potentially increase sales through visibility and reach, we have to show it does #measurepr

8/5/2014 10:00 sallyfalkow @Trace_Cohen Not anymore - you absolutely can show impact and outcomes. #measurepr

8/5/2014 10:00 hksully A7: The more we research, the more we are able to set ourselves up for the future & not burn bridges. #measurepr

8/5/2014 10:00 ZenYinger RT @ggSolutions123 @shonali @JosifMcK ☞ PRagencies: Don't Commit These Atrocities (IRL Horror Stories) #measurePR <http://t.co/WMA6uD2TFH>

8/5/2014 10:01 JasMollica RT @vedo: Heh, this. RT @sallyfalkow It's called Media Relations, not media mass blasting. #measurepr

8/5/2014 10:01 ggSolutions123 RT @shonali: Amen. RT @sallyfalkow It's called Media Relations, not media mass blasting. #measurePR

8/5/2014 10:01 sallyfalkow RT @hksully A7: The more we research, the more we are able to set ourselves up for the future & not burn bridges. #measurepr

8/5/2014 10:01 shonali Many thanks to ALL for joining today's chat, it was great to "see" many new faces. I hope you'll be back next month! #measurePR

8/5/2014 10:01 Trace_Cohen @sallyfalkow Oh awesome, what do you use to measure it? #measurepr

8/5/2014 10:01 hksully Thanks so much everyone, I had a blast!!! #measurepr

8/5/2014 10:02 shonali Please save the date for our next chat: Tues, Sept. 9 (NOT Sept 2 b/c of Labor Day), 12-1 pm ET. Hope to see you there! #measurePR